

ESTTA Tracking number: **ESTTA615713**

Filing date: **07/15/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91216806
Party	Defendant HongKong Ecoaqua Co., Limited.
Correspondence Address	ANTHEA LEE 10685B HAZELHURST DR # 9123 HOUSTON, TX 77043-3238 mr.kgip@gmail.com
Submission	Answer
Filer's Name	Anthony M. Verna III
Filer's e-mail	averna@kravitzverna.com
Signature	/s Anthony M. Verna III s/
Date	07/15/2014
Attachments	answer - ECOAQUA.pdf(428860 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Ecowater Systems LLC)	Opposition No.: 91216806
)	
Plaintiff/Registrant,)	
)	
vs.)	
)	
HongKong Ecoaqua Co., Limited)	
)	
Defendant/Applicant)	
)	
)	
)	
)	

ANSWER

HongKong Ecoaqua Co., Limited, the Defendant/Applicant in the above-referenced proceeding, hereby files this Answer.

1. Applicant does not have enough information to either admit or deny the averments of this paragraph.
2. Applicant does not have enough information to either admit or deny the averments of this paragraph.
3. Applicant denies the averments of this paragraph.
4. Applicant does not have enough information to either admit or deny the averments of this paragraph.
5. Applicant does not have enough information to either admit or deny the averments of this paragraph.
6. Applicant does not have enough information to either admit or deny the averments of this paragraph.
7. Applicant admits the averments of this paragraph.
8. Applicant does not have enough information to either admit or deny the averments of this paragraph.
9. Applicant denies the averments of this paragraph.
10. Applicant denies the averments of this paragraph.

DEFENSES/AMPLIFICATIONS

11. Applicant's mark is pronounced differently than the Opposer's marks and, therefore, sounds different.
12. Applicant's mark is spelled differently than the Opposer's marks and, therefore, looks different.
13. Applicant's goods/services are different than the Opposer's goods and services. (See Exhibit A.)

Wherefore, Applicant asks the Board to deem Applicant's ECOAQUA trademark application (U.S. Serial No. 86129082) not to cause a likelihood of confusion with the Opposer's marks and proceed to registration.

Dated: July 15, 2014

/s Anthony M. Verna III
Anthony M. Verna III, Esq.
Kravitz & Verna PLLC
P.O. Box 3620293
PACC
New York, NY 10129

EXHIBIT A

(General product and company presentation with ECOAQUA)



Replacement Refrigerator filter

This replacement refrigerator filter is fit into RF265, RF267, RS2530, RS277, RF263A, RF266A, RFG297A, and RFG237A platforms.



Replacement Refrigerator filter

Product list



Replacement Refrigerator filter

Product list



Replacement Refrigerator filter

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Replacement Refrigerator filter

Specification

Substance	Average Influent Concentration	Average Product water Concentration	Average % Reduction	Max. Effluent Mg/L	Min. Required Reduction
Chlorine Taste and Odor	2.0mg/L	2.0mg/L ± 10%	97.4 %	0.06 mg/L	≥95%
Particulate Class III Particles (µm to 1µm)	40,000	At least 10,000 Particles/mL	7.5	26	≥95%

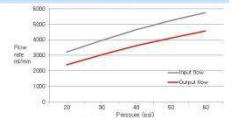
* For a capacity of 500 gallons (1,893 liters)

Flow Rate 0.5gpm/1.9lpm
Operating Temperature 33 ~ 100°F (0.6°C-38°C)
Pressure 30psi-100psi (207kPa ~ 689kPa)

Chlorine Test / Taste and odor	Yes
Flux	Yes
Function	Chemical
Capacity	6 months or 500 gallons (1,892 L)

Replacement Refrigerator filter

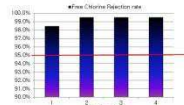
Gen1 Test Data : Changes is flow rate due to pressure



Pressure (psi)	Pressure (kg/cm²)	Flow rate (LPM)
30	2.1	3300
40	2.8	4000
50	3.5	5000
60	4.2	5700

Replacement Refrigerator filter

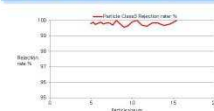
Gen1 Test Data : Free Residual Chlorine Rejection rate



No	Input (ppm)	Output (ppm)	Rejection rate (Over 95%)
1	1.50	0.03	98.0%
2	1.50	0.01	99.3%
3	1.50	0.01	99.3%
4	2.00	0.01	99.5%

Replacement Refrigerator filter

Gen1 Test Data : Particle Class3 Rejection rate



Over time	Particle Class3 Rejection rate %
0.50	95.0
1.00	95.0
1.50	95.0
2.00	95.0
2.50	95.0
3.00	95.0
3.50	95.0
4.00	95.0
4.50	95.0
5.00	95.0
5.50	95.0
6.00	95.0
6.50	95.0
7.00	95.0
7.50	95.0
8.00	95.0
8.50	95.0
9.00	95.0
9.50	95.0
10.00	95.0
10.50	95.0
11.00	95.0
11.50	95.0
12.00	95.0
12.50	95.0
13.00	95.0
13.50	95.0
14.00	95.0
14.50	95.0
15.00	95.0
15.50	95.0
16.00	95.0
16.50	95.0
17.00	95.0
17.50	95.0
18.00	95.0
18.50	95.0
19.00	95.0
19.50	95.0
20.00	95.0

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that on this 15th day of July 2014, a copy of the foregoing Answer was served via First Class Mail, postage prepaid, on the following:

Monica L. Thompson, Esq.
DLA Piper LLP (US)
P.O. Box 64807
Chicago, IL 60664

Respectfully submitted,

Dated this July 15, 2014

/s/ Anthony M. Verna III
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